

## **DASHBOARD CREATED BY NUSRAT FM: "SALES PERFORMANCE DASHBOARD"**

In my role as a data analyst for Unicorn, I have carefully analysed the sales data to identify areas of growth and opportunities for the company, and to provide valuable insights that can guide Unicorn's strategic decision-making process. I have ensured that my analysis aligns with Unicorn's goals and values, and that the insights I provide are actionable and relevant to their business.

To visualize the sales data and gain meaningful insights, I have created the sales performance dashboard using Tableau.

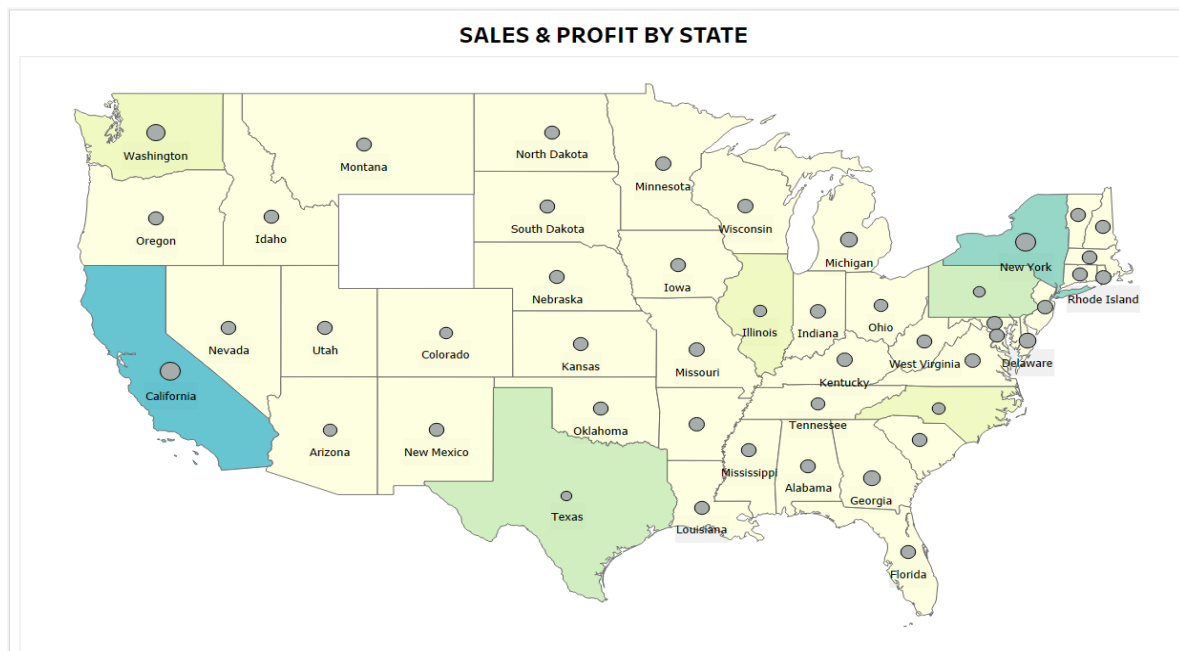
I have made the dashboard interactive to explore the data and gain insights in real-time. I didn't overload the dashboard with too much information. I focussed on the key metrics and insights only. With time, the dashboard I create are bound to get better and sophisticated.

### **Dashboard Preview:**

The dashboard has been titled "Sales Performance Dashboard" and is a dynamic dashboard that provides a comprehensive overview of sales and profits by region, with the ability to select specific years and states using filter options or dropdown menus.

There are four worksheets in different containers that provide valuable insights into customer preferences and buying behaviour, seasonal trends, and the most important cities for the business. The sheet showing the maps can be used as a filter, with all sheets changing automatically based on the selected state.

The sheet which shows the maps, can be used as a filter. When you select the state, all sheets change automatically. Also, hover on the map to see the total sales and profit in each state.



Here are some insights that the sales performance dashboard can provide:

**Sales by Region:** This sheet provides an overview of sales by region and can help analysts identify which regions are performing well and which ones may need additional attention.

**Sales and Profit by State:** This sheet provides a detailed view of sales and profits by state. This information can be used to prioritize sales and marketing efforts in those states.

**Most Profitable Month:** This sheet provides insights into seasonal trends and can help analysts identify which months are the most profitable for the business.

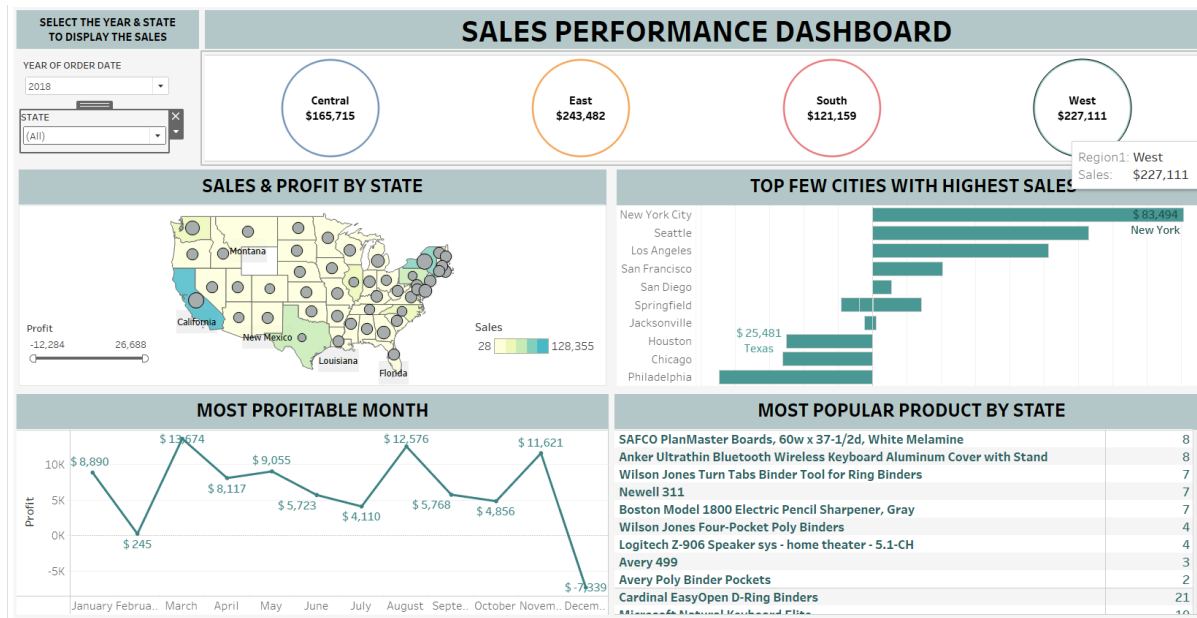
**Most Popular Products by State:** This sheet provides insights into customer preferences and buying behaviour in different regions of the country.

**Top Few Cities with Highest Sales:** This sheet provides insights into which cities are the most important for the business and can help analysts prioritize their efforts accordingly.

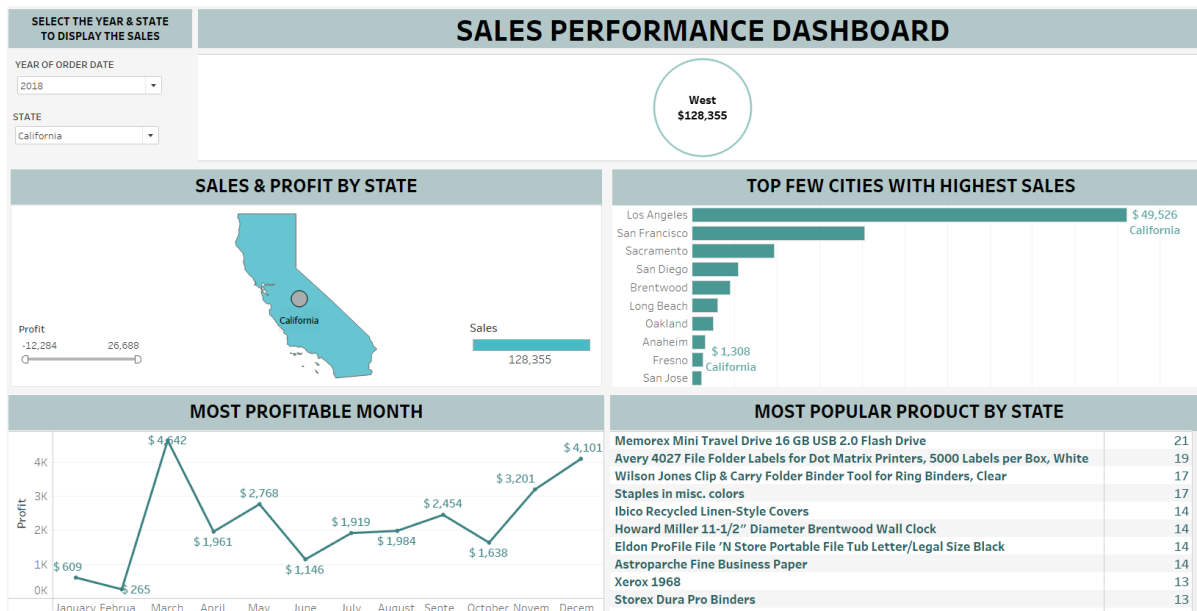
Overall, the sales performance dashboard provides a wealth of information that can help analysts identify areas for improvement, optimize their strategies, and make data-driven decisions

## My Dashboard example insights:

When I selected the state and year, which is on the left top side of the dashboard. It gave me the following results:



When I selected the state “california”. The below are the displayed results:



My findings will provide the Unicorn team with a better understanding of their sales performance, areas of strength and weakness, and potential opportunities for growth.